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Application Number	10/784,358
Filing Date	February 23, 2004
First Named Inventor	Vilcauskas et al.
Art Unit	3622
Examiner Name	Bekerman, Michael
Attorney Docket Number	8096.0011

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
		US- 5,838,790	11/1998	McAuliffe et al.	
		US- 5,848,397	12/1998	Marsh et al.	
		US- 5,959,623	09/1999	van Hoff et al.	
		US- 6,014,502	01/2000	Moraes	
		US- 6,876,974	04/2005	Marsh et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD- YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ³
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				
		WO 97/40447 A1	04/1997	Marsh et al.		
		WO 02/25507	09/2001	Werkhoven		

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		FORESHEW, J., "Nifty Ads Popping Up on Big Pond", Australasian Business Intelligence (Australian), January 26, 1999, p. 44.	
		FORESHEW, J., "ISP's Anzwers Seeking Questions", Australasian Business Intelligence (Australian), April 6, 1999, p. 41.	
		HERCEG, R., "Internet Futures: The Death of the Banner Ad", Australasian Business Intelligence (Ad News), May 7, 1999, p. 20.	
		NEEDHAM, K. "Ads Now in Top 10: Whether You Like It or Not", Australasian Business Intelligence (Sydney Morning Herald), April 27, 2000, p. 29.	
		"Netbreak Beats Banners", Australasian Business Intelligence (Ad News), September 8, 2000, p. 19.	
		RUMBLE, C. "Netbreak Offers Pop-Up E-Mail", Australasian Business Intelligence (B&T), November 17, 2000, p. 11.	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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